

Group Presentation.

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PEOPLE & ORGANISATIONS
BMMB4006

H E L E N E V A N S

S U B M I S S I O N D E A D L I N E :
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Encouraging Employee Engagement Through Collaborative, Cooperative, and Creative Strategies.

Employee engagement is critical to organisational success, as it fosters innovation, productivity and employee satisfaction. Pass (2024) agrees by putting forward that employees who are more engaged are more inclined to offer innovative ideas, work collaboratively with their peers, and consistently produce high quality results. Moverover, they also exhibit increased resilience when facing challenges, showing enhanced adaptability and problem solving abilities. To achieve optimal engagement, organisations must adopt cooperative, collaborative and creative strategies that involve diverse stakeholders. This essay offers recommendations that Stitch.Co could implement into the workforce to improve employee engagement, through such strategies with a focus on creating meaningful stakeholder partnerships.

When Stitch.co introduced the use of technology into their organisation they struggled with many issues such as intergroup rivalry, automation and communication gaps. These factors all affected employee engagement at Stitch.Co. Employee engagement is a measure of how committed and enthusiastic employees are about their organisation (Ryba, 2024). Stitch.Co could benefit from implementing key strategies to enhance employee engagement. Some of the recommendations are:

Fostering a culture of collaboration.

Kissflow (2025) states that workplace collaboration entails a team of individuals combining their ideas and expertise to work toward a shared objective. Collaboration is essential for building trust and shared purpose within teams and with external stakeholders. Organisations should:

Communicate frequently and clearly - Consistently sharing updates about business news and achievements with your employees helps build an understanding of the organisation's goals, progress, and the individuals contributing to its success (Stimpson, 2024).

Cross Functional Workshops - Encouraging cross departmental projects where employees work with various stakeholders, including customers and community groups will lead to solving problems collaboratively and generate innovative ideas.

Recognise and reward employees - Recognising and rewarding employees with organisations benefits morale as implementing these techniques reassures employees that they are valued and appreciated for their contributions (Maisonis, 2023).

Promoting Cooperative Leadership.

Effective leadership plays a pivotal role in driving employee engagement. Kitch (2024) claims collaborative leadership involves guiding by engaging everyone, appreciating each team member's contributions, and collectively striving toward shared objectives. Cooperative leadership encourages employees to take ownership of their work while involving stakeholders in decision making. Key approaches include:

Shared Decision Making - Engage employees and stakeholders in the strategic planning process to align goals. Practicing this will give clear understanding to everyone involved and build relationships within the organisation.

Mentorship Programs - Create mentoring opportunities where leaders guide employees in building relationships with stakeholders this creates a more personal customer driven organisation.

Inclusive Leadership Training - Providing managers with the tools and training to promote inclusivity and encourage open communication fosters employee engagement and trust (Goleman, 2000).

Building Strong External Stakeholder Relationships.

Managing external relationships refer to the practice of recognising and fostering positive interactions with external stakeholders (CoachHub, 2023). Employees are more engaged when they see their work impacting external stakeholders positively. Strategies that Porter & Kramer (2011) suggest include:

Cooperative Social Responsibility Initiatives - Cooperative Social Responsibility (CSR) is a business approach in which profit driven organisations leverage their resources to contribute to societal well-being while continuing to achieve their corporate objectives (Strauss, 2024). Involving employees in communication projects that address social issues helps employees develop empathy and cultural awareness.

Partnership with Education Institutions - Offer training programs and internships that allow employees to mentor students fostering collaboration and knowledge sharing. This will help with employees' concerns of automation at Stitch.Co.

Customer Centric Programs - Encourage employees to work directly with customers to better understand their needs and align services accordingly. This would foster a positive company reputation.

Enhancing Communication Channels.

Laker (2023) suggests effective communication is essential for building strong connections. Furthermore, the way leaders interact with potential and current employees can greatly influence the organisation's reputation as a desirable workplace. Effective communication is the foundation of engagement. Organisations should:

Conduct Regular Feedback Sessions - Create platforms where employees and stakeholders can voice their concerns and suggestions.

Use Digital Storytelling - Share stories of collaborative successes to inspire and motivate employees.

Offer Transparent Updates - Ensure that employees are aware of organisational goals and progress, emphasising their role in achieving success. Also in Stitch.Co's case being open about the change and ensuring competent training to relieve stress.

Conclusion

Stitch.Co could consider fostering collaboration, promoting cooperative leadership, encouraging creativity, building strong external relationships, and enhancing communication channels, Stitch.Co as an organisation can create an environment where employees feel valued, engaged and inspired.

These strategies not only improve Stitch.Co's internal dynamics but also strengthen relationships with external stakeholders, driving long term success. Implementing these recommendations requires a commitment to cultural transformation and the integration of stakeholders' voices at many levels.

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